

**WAYLAND BAPTIST UNIVERSITY**

**VIRTUAL CAMPUS**

**SCHOOL OF BUSINESS**

**SYLLABUS**

1. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging,

learning-focused and distinctively Christian environment for professional success and service to God and humankind.

2. Course: **MKTG 3312 – VC01**, Principles of Marketing

3. Term: **Spring 2014**

4. Instructor: **Leslie Boyd**

5. Office Phone and Wayland Email Address: [leslie.boyd@wayland.wbu.edu](mailto:leslie.boyd@wayland.wbu.edu)

6. Office Hours, Building, and Location: **Virtual Campus**

7. Class Meeting Time and Location: **Virtual Campus**

8. Catalog Description: Marketing functions of the firm and the impact of consumer and industrial buying behavior. Variables of the marketing mix: product, price, physical distribution, channels of distribution, advertising, personal selling, and sales promotion. Economic, social, ethical, technological, and legal influences on marketing decision-making.

9. Prerequisites: None

10. Required Textbook and Resources:

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| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Basic Marketing | Perreault | 19th | 2014 | McGraw-Hill | 978-007-802898-4 | 4/13/13 |

11. Optional Materials:

12. Course Outcome Competencies:

* Identify and explain the following important concepts in marketing: the role of marketing in society and in the firm, the various factors that influence marketing decision –making, and the product life cycle.
* Define marketing terminology including terms, concepts, and frameworks used by marketing managers.
* Apply the management principles of planning, implementation, and control to marketing development, distribution, pricing, and promotion of goods/services.
* Demonstrate the role of ethics and social responsibility in marketing.
* Identify and apply appropriate marketing segmenting techniques.
* List and be able to conduct analysis with regard to creative selection of target markets and blending decisions related to product, price, promotion, and place (the marketing mix) to meet the needs of a target market.
* Utilize and demonstrate the use of library tools, including the Internet, in conducting marketing research.
* Identify and describe the components of personal selling.
* Identify the major decision areas under marketing responsibilities, the basic interrelationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses.
* Describe the link between wholesalers, retailers, and other channels of distribution.
* Differentiate between domestic and international marketing concepts and opportunities.
* Discuss the importance of advertising in interacting with all levels of customers including wholesaler, retailer, and end user.

13. Attendance Requirements: Students are expected to participate in all weekly assignments and discussions. Because of the nature of online classes, most of the knowledge acquired throughout the semester will be determined on the amount of effort the students put forth. I can be reached by email or cell phone. If you’re unable to meet these requirements, please drop this class.

14. Disability Statement: “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”

15. Course Requirements and Grading Criteria:

|  |  |
| --- | --- |
| Homework, Quizzes and Participation | 10% |
| Group Marketing Plan & Presentation (1) | 40% |
| Group Peer Evaluation | 10% |
| Exams (2) | 40% |

Each student will receive a percentage of his/her grade from a participation score given at the end of the term. This score includes online class discussions, occasional quizzes given from the chapters in the book, and any homework assigned and discussed on the discussion board. While this is only 10% of your final grade, it can help bump letter grades for borderline students. This in no way is meant to be busy work, but instead a tool to demonstrate knowledge acquired throughout the semester.

Groups of three-four students will be required to complete a marketing plan for a specified product. Your task is to develop a new consumer product for which your “company” (i.e., your group) will prepare a marketing plan. This must be a new product, and not a copy of an existing product. Each group must submit a Marketing Plan, which must conform to the following requirements:

* The paper must be typed and uploaded through the assignments tab or emailed to me.
* The paper must include a cover page (with title and group member names), and text (not to exceed 12 pages). Optional exhibit pages are allowed in any quantity, as well as physical prototypes of the product. If any references are used, they must be cited on a separate page.
* The paper must be saved as a doc, docx or pdf file. I cannot accept wps format.

The paper must include a discussion of what the product is, and how you determined there was a need for this product. Cite any relevant statistics that will support your case. Next, you must present the Marketing Plan, including significant discussions about the 4Ps, target market selection, and a SWOT analysis. Finally, discuss possible advertising/promotional ideas on how to effectively market your product to your target group.

At the end of the semester, your group will unveil your new product to the class in the form of a commercial, PowerPoint, website, video, visual aid presentation, or any other creative demonstration that will “grab our attention”. The group project and presentation will represent 40% of your final grade. The implementation of what you learn in this course will be demonstrated through this project. I encourage you to not procrastinate and leave this until the last part of the semester. Effort and preparedness will be easy to determine and your grade will reflect them. Since this presentation will be done online, creativity and innovation is imperative.

Each member of the group will complete a peer evaluation on every member (including themselves) in the group. This peer evaluation will represent 10% of your final grade. Working in groups is an important aspect for business students to become proficient in. Many of your business courses and later career responsibilities will require you to work in teams. The earlier you become comfortable with this process, the better off you will be.

Two written exams will be given as scheduled. Occasionally exams dates may be changed as announced in class. Exams will consist of short answer and essay questions covering all class materials, including assigned chapters, handouts, discussions, class exercises, movies, etc. The exams will represent 40% of the final grade (20% each).

16. Tentative Schedule: (Calendar, Topics, Assignments)

Week 1 Introduction - Course Syllabus; Student Bios; Group selections and project description;

#### Week 2 Ch 1-4: Marketing; Strategy; Segmentation; Environment

#### Week 3 Ch 5-6: Demographics; Consumer Behavior

Week 4 Ch 7-8: Business Behavior; Marketing Research Process

Week 5 **MID-TERM EXAM (CH 1-8)**

Week 6 Ch 9-10: Product

Week 7 Ch 11-13: Placement

Week 8 Ch 14-16: Promotion

Week 9 Ch 17-18: Pricing

Week 10 Ch 22: Ethical Marketing in a Consumer World; **FINAL EXAM (CH 9-18)**

Week 11 **GROUP MARKETING PLANS & POWERPOINT PRESENTATIONS**

17. Additional information as desired by the faculty member.